

***Statement
Of
Dr. William O'Hare
Funders Census Initiative
And
The Annie E. Casey Foundation***

***Information Policy, Census, and National Archives Subcommittee
Oversight and Government Reform Committee***

***Wednesday, December 2, 2009
2154 Rayburn House Office Building
2:00 p.m.***

***“The 2010 Census: How Complete Count Committees,
Local Governments, Philanthropic Organizations,
Not-for-Profits and the Business Community Can Contribute to an
Accurate Census”***

Chairman Clay, Ranking Member McHenry, and Members of the Subcommittee:

I am pleased to represent the Funders Census Initiative, and the many foundations that are a part of this collaborative effort, at this important subcommittee hearing on the role of Complete Count Committees in promoting an accurate and fair 2010 census. I am a demographer and Senior Fellow at the Annie E. Casey Foundation, and a consultant to the Funders Census Initiative. I also am the alternate representative for the Association of Public Data Users (APDU) on the 2010 Census Advisory Committee to the U.S. Census Bureau. My involvement in decennial census issues goes back several decades, both as a data user and analyst and as a supporter of foundation and nonprofit efforts to educate stakeholders – including nonprofits, the media, and Congress -- about the importance of an accurate count and comprehensive data collection.

I will focus on three topics in my testimony today: First, the genesis and mission of the Funders Census Initiative; second, an overview of philanthropy's support for 2010 census outreach and promotion activities, including resources for many community-based organizations

that are part of local and state Census Complete Count Committees (CCCs); and third, recommendations for supporting the work of Complete Count Committees and nonprofit census campaigns in the future.

By way of introduction, let me offer a few observations about philanthropy's interest in the census and ways philanthropy can contribute to a successful enumeration. Foundations offer several positive attributes that put them in a unique position to help promote an accurate decennial census and to encourage and supplement the work of Census Complete Count Committees. For example, Foundation program officers are often embedded in organizational networks, which allows them to easily raise the issue of census participation among their grantees and related organizations. Since Foundations are often seen as important national, regional and local institutions, they can effectively promote the census to elected officials and civic leaders.

Partly because they often bring resources to the table, Foundations are well-positioned to promote public-private partnerships like the kind involving the Census Bureau and local NGOs. They often are connected to leaders in hard-to-count communities, allowing them to serve as a critical link between Census Bureau staff and the trusted voices in local communities. Many funders are in a position to link related efforts among non-profit organizations, and to link activities involving non-profit organizations, Complete Count Committees and the Census Bureau. And, of course, foundations are often able to provide funding to help promote census awareness and participation in hard-to-count communities.

1. The Funders Census Initiative (FCI)

The Funders Census Initiative is an ad hoc coalition of foundations and philanthropic affinity groups interested in a fair and accurate 2010 census. The Initiative is unique and unprecedented both in scope and extent of collaboration. Foundations have supported census projects in the past, but this is the first time they have formally shared strategies and information and pooled resources in a concerted effort to supplement the Census Bureau's Census Communications Campaign.

FCI's mission is straightforward: To stimulate interest in the 2010 census among foundations and their grantees; to mobilize philanthropic resources for census outreach and promotion, with a focus on historically hard-to-count populations; and to facilitate census engagement through resource development, information sharing, strategic advice, and direct consultation. Achieving these goals in difficult economic times has been challenging but rewarding.

Participants include large national funders, such as the Ford Foundation and Carnegie Corporation of New York; regional philanthropies, such as the Midwest-focused Joyce Foundation (Chicago); state-focused funders, such as the California Endowment, New York Foundation, and Z. Smith Reynolds Foundation in North Carolina; smaller family foundations, such as the Bauman (DC) and Hagedorn (Long Island) Foundations; and affinity groups, including Grantmakers Concerned with Immigrants and Refugees (GCIR), Funders Committee for Civic Participation, and the Association of Black Foundation Executives. We invite you to visit our web site to see the range of resources we offer and some of the projects our members are funding.¹

The Initiative began its work in July 2008 with a meeting at the Ford Foundation in New York City. A larger group of funders convened that fall at the Joyce Foundation (itself a long-time supporter of census education and promotion activities) to discuss the importance of investing in civic engagement activities. Speakers at this brainstorming session included Chicago Regional Census Director Stan Moore, often credited with launching the concept of Complete Count Committees, who discussed the agency's strategy for engaging civic leaders and community groups in support of the 2010 enumeration. Nonprofit stakeholder organizations talked about the importance of an inclusive census to their work and expressed a strong interest in promoting census participation among their largely hard-to-count constituencies. It quickly became apparent that local governments and nonprofit groups were a vital part of a successful census, but that these external partners would need resources to launch promotional campaigns – resources that would not come from the Census Bureau nor, at a sufficient level, from fiscally-strapped states and municipalities. While a handful of foundations had already made individual commitments to support national census campaigns, it would take a larger investment to help the Census Bureau reach the growing ranks of the hard-to-count: Not only people of color, the poor,

¹ <http://funderscommittee.org/funderscensusinitiative>

and immigrants with limited English proficiency, but individuals and families displaced from their homes and neighborhoods by the recession and foreclosure crisis.

The discussion illuminated many reasons why philanthropy should care about the upcoming decennial census: the fair allocation of federal program funds and political representation; a guidepost for business and philanthropic investment decisions that could help struggling communities recover and flourish. It has often been said that the census is about money and power, but to philanthropy, investing in an accurate census is about “empowerment” – helping build local capacity to plan and implement strategies for strong communities and economic opportunity. Participants also discussed the need for a framework that would help us achieve our goals. From this recognition, the Funders Census Initiative was born, filling a resource void at a critical point in the census cycle, as the Census Bureau launched its Partnership Program and urged state and local governments to establish Complete Count Committees representing the widest range possible of population groups and community interests.

2. FCI Activities

Over the past year, the Funders Census Initiative and its participating foundations and affinity groups have launched a wide range of educational activities and collaborative funding projects to support national, state, and local census promotion campaigns. But first, we became a 2010 Census National Partner, pledging to help promote an accurate census.

To encourage greater interest in the census, the Initiative has prepared and distributed fact sheets; supported the circulation of up-to-date information on key census operations and policy issues through frequent Census News Briefs; analyzed the distribution of hard-to-count populations across the country; assisted the Ford Foundation in developing a toolkit for funders; and prepared a letter for foundations to distribute to all grantees encouraging their support for the census. FCI representatives have spoken about the census at numerous philanthropic events, including conferences and briefings sponsored by the Council on Foundations; Grantmakers for Children, Youth and Families; Neighborhood Funders Group; Border Philanthropy Partnership; New York Community Trust; Grantmakers of Oregon and Southwest Washington; and many others. We also have engaged hundreds of nonprofit groups and civic leaders from across the country, at conferences and by teleconference and Webinar, highlighting the importance of the

census to their work and constituencies, describing key census operational milestones and procedures, and suggesting ways they can help increase participation, such as joining a Complete Count Committee in their area or establishing their own committee. Earlier this fall, we briefed 25 journalists participating in a foundation-supported census workshop at the University of Michigan.

Foundations are supporting a Brookings Institution analysis of federal programs that allocate funds based, in whole or in part, on census data. Complete Count Committees are using the state- and county-level results of this research to promote census participation in their communities, highlighting how an accurate count can stimulate resources for education, public transit and highways, health care, job training, low income energy assistance, public safety, and affordable housing, as well as disaster preparedness. The media has cited the Brookings research often, which has helped spread the message that an accurate census helps local communities in specific ways.

The Initiative also is funding development of an interactive mapping tool to pinpoint hard-to-count areas in every county. The mapping database, a project of the City University of New York,² displays socio-economic characteristics that correlate to lower mail response and higher rates of undercount in the census. So far, it has been available on a limited basis to grantees who are organizing census outreach training for local nonprofits in target states and counties; the database will be available (free of charge) to the public by early 2010. We are confident this cutting-edge resource will help Complete Count Committees and grassroots organizations target promotion activities and craft effective messages, neighborhood-by-neighborhood, to boost participation in the census.

Finally, but by no means least, philanthropy has invested substantial resources in support of national, state-focused, and community-based campaigns to increase census response in historically hard-to-enumerate communities. Large and small foundations have joined forces and pooled funds in creative ways, awarding or pledging millions of dollars in grants to organizations that are reaching deep into hard-to-count communities to ease fears about and build trust in the decennial census.

² The Census Hard-to-Count Interactive Mapping Database is being developed by the CUNY Mapping Service at the Center for Urban Research, The Graduate Center, City University of New York (www.urbanresearch.org).

Here are just a few examples of philanthropy's unique approach to supporting an inclusive census, and the kinds of activities our resources have made possible:

1. **Illinois 2010 Census Initiative, "Count Me In" Campaign:** Led by the Chicago-based Joyce Foundation, 10 private and corporate funders committed \$1.2 million dollars to support 26 projects aimed at boosting response rates in historically hard-to-count areas. Appendix I presents more information about this model collaborative effort; visit <http://www.joycefdn.org/2010census> for a list of grantees and their projects, a campaign press release and fact sheet, and maps displaying Census 2000 response rates in target communities.
2. **Count Me In, Ten for '10 Long Island 2010 Census Initiative:** The Hagedorn Foundation brought together local funders, county and state officials, and the business community, to encourage and support nonprofit engagement in promoting census participation. Appendix II describes this \$330,000 effort in more detail.
3. **Massachusetts Census Equity Fund:** Access Strategies Fund brought together Massachusetts-based funders (including the United Way of Massachusetts Bay) to pledge \$400,000 for census outreach. The collaborative aims to increase response rates by five percent in the state's hard-to-count communities. This campaign is especially timely in light of a local radio personality's call for immigrants to boycott the census.
4. With its Midwest regional focus, the Joyce Foundation is pulling together funders in Michigan, Wisconsin, Minnesota, and Ohio to offer grants for census outreach and promotion. In a partnership with nonprofits, philanthropy is contributing several hundred thousand dollars in each state.
5. Grantmakers Concerned with Immigrants and Refugees has served as a coordinating body for the philanthropic community in California, hosting conferences around the state and bringing together local officials, nonprofits, and funders to leverage limited resources and target areas at greatest risk of an undercount. These meetings often have spawned Complete Count Committees and other collaborative activities. Funding commitments for census outreach grants include the California Endowment (\$4 million) and the California Community Foundation (\$1.5 million). Not surprisingly, the need is great and resources are scarce in this diverse and cash-strapped state. A \$25 million state promotion campaign for Census 2000 dwindled to a less than \$2 million commitment for

Census 2010. Clearly, philanthropic dollars are helping to fill an enormous resource-gap for municipal and grassroots census promotion in our nation's most populous state.

6. Several New York City funders pooled resources and invited grant proposals; the response to the RFP was overwhelming, and the need for funds will far exceed the amount available so far for grants. The New York collaborative and the Long Island initiative are coordinating with state officials to avoid duplication of effort and to maximize reach.
7. With encouragement and assistance from the Funders Census Initiative, grantmakers in Oregon helped Multnomah County (which includes Portland) raise \$150,000 for census outreach and promotion.
8. Philanthropy is a significant source of funding for the “ya es hora! Hagase Contar!” (It’s time! Make Yourself Count!; www.yaeshora.info) and “Indian Country Counts” (<http://www.indiancountrycounts.org/home.cfm>) campaigns, Unity 2010 Census Coalition, “Nonprofits Count!” (<http://www.nonprofitscount.org/>), and the Leadership Conference on Civil Rights 2010 Census Public Education Campaign (<http://www.civilrights.org/census/>), nationally-framed but locally-targeted efforts aimed at persuading hard-to-count populations that census participation is safe, easy, and important. Participants in all of these campaigns are supporting or involved in Complete Count Committees across the country.

As they carry out their work, our grantees are working closely with Census Bureau officials at the national, regional, and local levels. They have:

- become 2010 census partners;
- worked with state and local officials to form Complete Count Committees;
- organized training sessions for community-based organizations;
- applied to become Questionnaire Assistance Centers and Be Counted sites;
- prepared toolkits and fact sheets on census operations, rules, and procedures that are available free-of-charge and, often, in-language, to constituencies nationwide;
- launched culturally sensitive promotion campaigns; and
- run Public Service Ads (PSAs) in community newspapers and on buses in targeted cities,

to name just a few of the activities in which our grantees are engaged.

Their focus will shift from education to mobilization next winter and spring, as the Census Bureau's own paid media campaign floods America's consciousness starting in January 2010. Planned activities include public events featuring national and local celebrities, to motivate and facilitate census response; grassroots campaigns to reassure hard-to-count households about the confidentiality of census responses and to highlight how participation benefits their families and communities; and strategically located information centers in hard-to-count neighborhoods.

You might ask: Isn't the Census Bureau spending hundreds of millions of dollars to do much of this work? Why are philanthropic dollars needed to promote the census? The answer is "yes," the Census Bureau is making an unprecedented effort to reach all American households through its three-part Communications program. But I think Census officials would be the first to say that they cannot accomplish their goal of a fair and accurate census in isolation; that census messages often resonate only when conveyed by trusted voices and through known organizations; that the census is planned nationally but implemented locally, sometimes neighborhood by neighborhood. It is a small leap from that premise to recognizing that nonprofit organizations cannot fulfill the parallel role expected of them without resources – funding that the Census Bureau (which is not a grant-making agency) does not provide, and that state and local governments cannot offer in any sufficient amount in recessionary times. Philanthropy has helped to fill this resource gap, and the Funders Census Initiative has provided an infrastructure for sharing information and ideas and for leveraging dollars to support as many useful activities as possible.

3. Recommendations: Looking to 2020 and beyond

Philanthropy is proud of the contributions it has made to increasing awareness of the decennial census and to leveraging scarce dollars in support of critical outreach activities that will bridge the chasm between the Census Bureau and distrustful, fearful, and skeptical population groups. Our work has taught us a lot about public-private partnerships and allowed us to see, firsthand, the many strengths of current census plans and operations and to observe procedures that the Census Bureau could improve for the future. We offer all of our

recommendations in the spirit of partnership and support that has marked philanthropy's relationship with the Census Bureau so far.

1. ***The Census Bureau should search for additional ways to engage local communities in the Census.*** Complete Count Committees are an important but not exclusive means of engaging local organizations in support of the census. While the Census Bureau has promoted the concept of Complete Count Committees (CCCs) for several decades, their visibility increased in 2000 as more and more national and grassroots organizations become involved in census outreach, highlighting the challenges of reaching a diverse and growing population. For the 2010 Census, CCCs are playing an important role in focusing public attention, from a local perspective, on the benefits of census participation. But given the extraordinary diversity and complexity of some communities and the financial strain on many municipal budgets, CCC involvement might not be practical or timely for all organizations that want to conduct census outreach. For example, with foundation support, grassroots organizations in Chicago developed creative campaigns to promote the census months ago, while the City announced its Complete Count Committee only last month, and the State of Illinois has yet to do so. The Census Bureau should recognize that these committees represent one strategy for promoting census awareness and engaging partner organizations and should be flexible in its approach to establishing relationships with community groups.
2. **Congress should examine ways for the Census Bureau to provide financial resources to nonprofit organizations engaged in census outreach, perhaps through a public-private partnership with philanthropy.** It is apparent from philanthropy's work in support of Census 2010 that the decennial count would not be successful without involvement from grassroots organizations serving the hardest-to-reach populations. The 2010 Census Partnership Program fully recognizes the vital role these organizations play, and the Census Bureau spends millions of dollars to engage as many "partners" as possible.

Ironically, though, many if not most of these groups do not have adequate monetary and staff resources to conduct effective outreach, and they are frustrated by their inability to be more proactive in their communities and to meet expectations implicit in some of

the Census Bureau's plans, such as conveying census messages to people with disabilities. Modest in-kind grants that the Census Bureau offers to partners for promotional items and the like are appreciated but do not help increase capacity to build on the official 2010 census promotion campaign. Philanthropy has been able to meet only a fraction of the need for resources; the Illinois 2010 Census Initiative, for example, received nearly \$6 million worth of proposals for its \$1.2 million grant program.

Devising a mechanism for providing some level of direct funding to community-based groups will be challenging, but the concept is worth exploring. The Census Bureau is not a grant-making agency (and as a statistical agency, I am not sure it could or should be), but perhaps Congress could channel funds for nonprofit sector outreach activities through existing grant programs such as Community Development Block Grants. It also might be difficult to establish reasonable criteria for determining which organizations should be eligible grant recipients – one could picture just about any nonprofit organization playing a role in promoting the census, given the survey's broad consequences – but philanthropy has long had to make those kinds of tough funding decisions and conceivably could act as a disinterested program coordinator to facilitate the fair and most effective distribution of government funds. Congress and philanthropy also could consider a public-private matching grant program to maximize the amount of resources reaching communities most vulnerable to undercounting. Matching grant arrangements often spur more foundations to contribute and would likely bring many more funders to the census table, especially if community foundations could target their funds to raise awareness in local neighborhoods.

3. **The Census Bureau should continue its Partnership Program throughout the decade.** Thanks to additional funding Congress provided in the American Recovery and Reinvestment Act of 2009, the 2010 Census Partnership Program is far more extensive than originally planned, with triple the number of partnership staff. The intent is admirable, but as with many local organizations they were hired to reach, most partnership specialists have had a steep learning curve when it comes to complex census operations and rules. Sustaining a Partnership Program, in some form, throughout the decade would allow these valuable employees to understand census procedures more

fully, to learn about inevitable changes in census design in real time, and to serve an important liaison role at critical points in the decennial planning process, representing the perspective of local officials and community organizations in a timely way instead of deflecting concerns when census methods are set in stone. Ongoing partnerships could keep community leaders informed about other important Census Bureau programs, such as the American Community Survey. The Census Bureau could consider modifying the current Census Information Center structure to encompass an ongoing Partnership Program.

Thank you again for the opportunity to share philanthropy's role in supporting the 2010 census, our nation's largest and most inclusive civic event. We look forward to working with the subcommittee to facilitate greater public-private collaboration in the future, so ensure the effective allocation and use of limited resources.

**FUNDERS CENSUS INITIATIVE
APPENDIX I**

**Subcommittee On Information Policy, Census, and National Archives
Committee on Government Reform and Oversight**

December 2, 2009

ILLINOIS *COUNT ME IN 2010* CENSUS CAMPAIGN

Count Me In is a collaborative funding initiative of Illinois-based foundations to support a coordinated, statewide campaign to increase participation in the 2010 census in 37 targeted communities in Chicago and throughout Illinois. The objective is to increase mail back rates of census questionnaires in selected municipalities by at least 4 to 5 percentage points above the 2000 census.

Count Me In is funded by The Chicago Bar Foundation, The Chicago Community Trust, the Lloyd A. Fry Foundation, Grand Victoria Foundation, the Joyce Foundation, John D. and Catherine T. MacArthur Foundation, Polk Bros Foundation, Steans Family Foundation, Woods Fund of Chicago, and The Boeing Company. In addition, LISC/Chicago is supporting five New Community Program lead agencies in this effort.

The \$1.2 million endeavor funds an unprecedented mobilization of 60 nonprofit organizations – social welfare, civil rights, civic, ethnic, and immigrant-serving groups – that will conduct innovative public education campaigns, community outreach, new media, trainings, and other grassroots activities designed to increase the mail-back rate of census forms from select Illinois communities.

Count Me In is focusing on populations historically under-counted in a census: low-income, African American, Asian, Latino, immigrant, and children. What makes the effort unique is direct funding of nonprofits that are deeply rooted, knowledgeable of community-based networks, and widely trusted in their communities which is expected to boost census participation. These activities will complement and enhance U.S. Census Bureau outreach efforts, allowing nonprofits to engage in a much more active way than would otherwise happen.

Why is this project important to Illinois? Census data determines the distribution of roughly \$400 billion a year in federal funds to state and local governments, including more than \$14 billion each year to Illinois. In addition, census information is used for community and economic planning, drawing congressional and state legislative districts, and monitoring and enforcing civil rights laws in employment, housing, voting, lending, and education. For grantmaking foundations, census data are the basis of planning and focus that assure that private resources are strategically deployed where most needed, to greatest effect. In short, everyone loses if the census numbers are wrong.

Count Me In was introduced in April 2009 with the release of our request-for-proposals inviting nonprofit groups to undertake a range of activities to increase census participation. Working with 2000 census data, we focused our campaign on Illinois communities with populations of 30,000 or more that had “response rates” of 70 percent or lower. At the time, we were unsure of how many proposals we would receive. In the end, the response was overwhelming: 79 proposals requesting \$7 million in funding.

After a multistage review process involving evaluations from the ten funding organizations, we selected 26 grants to carry-out the campaign. The strategies in these Illinois communities – 25 in Chicago and 12 cities outside Chicago – will be high-touch, hands-on, ground-level work to educate people about the census and how easy it is to fill out the questionnaires, and their guarantee of privacy. The plans leverage the nonprofits’ established networks and relationships, are well-aligned with Census Bureau outreach, and build on proven track records of accomplishment in similar education and mobilization campaigns.

The creativity and diversity in this project is what is really exciting. For example, the Center for Economic Progress will bring awareness of the importance of the census through its free tax preparation services to 33,000 low-income Illinois residents. Illinois Action for Children, an organization focused on affordable, accessible child-care, will reach out to the 264,000 low-income families that use their child care resources annually, and they are talking with the Illinois Department of Human Services about how to get census information into the hands of *all* low-income families using state subsidized child care programs.

The Illinois Coalition for Immigrant and Refugee Rights, a coalition of immigrant organizations will place young, bilingual ‘Democracy Fellows’ in 20 different neighborhood locations. The Fellows will build neighborhood volunteer networks and organize door-knocking outreach plans to encourage and remind residents to complete and mail their census questionnaires. Another group, Voto Latino, will target 18-30 year old Latinos through social media, I-Tunes incentives, and celebrity-driven text messaging through mobile phones.

Count Me In is a tremendous opportunity to leverage the strengths of Illinois’ community organizations to ensure a fair and accurate census count for our state. Our coalition is one of the largest alliances of funders and nonprofits working together on census outreach, and we hope to serve as a model of partnership that could be used across the country.

FUNDERS CENSUS INITIATIVE
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Subcommittee on Information Policy, Census, and National Archives
Committee on Government Reform and Oversight

December 2, 2009

Long Island 2010 Census Initiative

Submitted by
Darren Sandow, Executive Director
Hagedorn Foundation

Public officials may not fully appreciate how philanthropic organizations' relationships with the nonprofit community are greatly enhancing the Census Bureau's efforts to ensure a complete count of United States residents during the 2010 decennial census. The Long Island, NY experience may prove informative.

In mid-2009 representatives of the Long Island (NY) philanthropic community, covering Nassau and Suffolk Counties, began to explore ways of encouraging broad nonprofit cooperation in the 2010 Census, specifically to increase the participation of hard to count (HTC) populations in traditionally HTC communities. The grantmakers formed a funders collaborative which developed the Count Me In: Ten for '10 Long Island 2010 Census Initiative, based on the model established by funders in Illinois. Membership included the most significant philanthropic organizations on Long Island: the Hagedorn Foundation, the Long Island Community Foundation, the Unitarian Universalist Veatch Program at Shelter Rock, the Roslyn Savings Foundation, the United Way, the Rauch Foundation, Public Interest Projects, and an anonymous donor. The collaborative committed to generating a pool of money for regranting to Long Island nonprofits, a pool that grew to \$330,000.

Nonprofit organizations play a critical role in bridging the frequently serious gap between governmental bodies (such as the Census Bureau) and HTC populations. Organizations such as the Leadership Conference for Civil Rights and the National Association of Latino Elected Officials have mounted national media campaigns targeted to these constituencies. It remains for local nonprofits with appropriate cultural expertise, demonstrated track records, and personal connections in these communities to "seal the deal": to persuade skeptical, fearful, frequently marginalized people that their own self-interest, as well as that of their entire community, is served by participating in the census.

All of the grantmakers who joined the collaborative believe that their own philanthropic priorities depend on an accurate census. Both Nassau and Suffolk Counties have substantial HTC communities, generally concentrated in low-income areas with large percentages of African Americans and Latinos. The popular anti-immigrant sentiment on Long Island (as well as elsewhere in the country), combined with the fear engendered by government raids on homes and workplaces, will make it far more difficult to count immigrant populations, particularly

undocumented immigrants, even though the census is required to count all U.S. residents, regardless of citizenship or documentation. Social equity depends on an accurate census.

The collaborative commissioned detailed maps of census tracts in Nassau and Suffolk Counties from the CUNY Mapping Service at the Center for Urban Research. These maps identified HTC tracts based on the 2000 Census response rate and added 2007-2008 foreclosure data to further refine likely HTC tracts.

On August 11, Count Me In released a Request for Proposals (RFP) to the Long Island nonprofit community, including those maps and inviting proposals focused on promoting and increasing census participation in designated HTC geographic areas in which groups already have connections and track records. RFP guidelines gave priority to proposals involving collaboration among organizations, and building on existing census promotion efforts of the Census Bureau, national nonprofits, and local public officials. Grantees would be required to participate in coordinating meetings to share information and strategies.

The collaborative received 24 proposals totaling over \$815,000, and has just made decisions to award 15 grants totaling \$330,000. The Hagedorn Foundation will make additional grants to other nonprofits to fund outreach to HTC youth as well as to provide training to census initiative grantees and any Long Island nonprofit interested in census mobilization work.

In mid-September 2009, New York State released its own Request for Applications to the New York State Complete Count Grant Program, a pool of \$2 million allocated by the state legislature to assist community outreach to reduce the size of the census undercount. The state has allocated \$500,000 for outreach and mobilization activities in a first round of funding, as well as \$300,000 for media campaigns. Acting as the lead agency in a joint proposal, Hagedorn Foundation staff chose five of the strongest proposals to the Count Me In initiative and submitted them to the state as a joint request for \$250,627. Because the Hagedorn Foundation has substantial experience working with media to highlight Foundation priorities, its staff also submitted a \$199,649 request for a complementary media campaign.

Hagedorn Foundation staff worked with Nassau County public officials to establish a Complete Count Committee including all relevant county agencies, as well as all members of the funders collaborative and representatives of the human services, health, and business communities. Foundation staff met with elected officials to solicit their input and their efforts on behalf of census participation. Hagedorn Foundation staff secured a commitment from Long Island's public television station, WLIW, to produce and air an hour-long documentary on the importance of the census.

As will be clear from this account, philanthropic organizations are playing a vital role in deploying their own resources—financial, organizational, and training-related--and in helping to leverage public funds, to promote participation in the 2010 Census, particularly among traditionally hard to count populations and in hard to count areas.

FUNDERS CENSUS INITIATIVE
APPENDIX III

Subcommittee on Information Policy, Census, and National Archives
Committee on Government Reform and Oversight

December 2, 2009

The Annie E. Casey Foundation's 2010 Census Initiative

Submitted by
Dr. William P. O'Hare, Senior Fellow
The Annie E. Casey Foundation

Good decisions are based on good data, and a hallmark of the Annie E. Casey Foundation's approach is using sound data to advocate—and build strategies—for improving the lives of children. The Foundation's KIDS COUNT effort consistently earns high marks—and the attention of state and national policymakers—for statistically tracking changes in the educational, social, economic, and physical well-being of children in every state. Unfortunately, however, the nation's ability to make the best program and policy decisions possible is often hampered by inadequate data. Because of the Foundations interest in using the best data available we rely heavily on data from the decennial census.

Building on the experience in the 2000 Census when The Annie E. Casey Foundation provided extensive funding to mobilize census stakeholders and develop on-going communications mechanisms to inform groups about the importance of the decennial Census, the Foundation has funded several efforts related to the 2010 Decennial Census.

The Annie E. Casey Foundation provided support for a plenary luncheon on the decennial census at the annual conference of the Council on Foundation in San Antonio, Texas, on October 7, 2009. The Foundation also provided funding and support for a session on the 2010 Census at

the annual conference of the Border Philanthropy Partnership conference October 21, 2009. . In addition, Foundation staff have spend a lot of time over the past year communicating and consulting with the Census Bureau staff in an effort to maximize the resources of the Census Bureau and the foundation world. In Mid-December, the Foundation will release a report on the undercount of children in the census.

The Annie E. Casey Foundation has made more than \$200,000 in census-related grants over the past few six months. Recipients include the Frontera Asset Building Network, which received a grant to increase awareness of the importance of the census along the U.S.–Mexican border where many counties have all the characteristics is of hard-to-count communities. The Foundation also gave a grant to Leadership Conference on Civil Rights Education Fund to supplement Census awareness work they are doing in Detroit and Atlanta. The Foundation also gave grant to the National Congress of American Indians to help promote census awareness and outreach among American Indians. Finally, the Foundation provided a grant to National Association of Latino Elected and Appointed Officials Education Fund to supplement their census-related work in Texas.